

ABSTRACT OF THE DISCLOSURE

A system and method for transmitting programming guide and other information in a television distribution system permits selective access to the information. The information is formatted at a server (20) located in a network headend (12) into pages of text information, such as program listings for groups of channels at selected times of day, and preferably is broadcast continually on one or more designated channels (18) to a plurality of viewer set tops (16). Each of the set tops (16) contains a terminal processor (29) which facilitates selection and display of the downloaded information by means of a script program or application. The server (20) preferably feeds the formatted pages of text in a repeating carousel manner to a multiplexer (27) that transmits the pages on one or more digital channels to the set tops (16). Preferably, a background screen on which the program listing information is to be overlayed is separately transmitted or is stored in the set tops (16). Preferably, the pages of program listing information are organized by the server (20) in multiple ways, such as by channel or category.